

ORDER



WAVY

Orders
Order / Rev: 204762
Alt Order #: 06849138
Product Desc: 10/23-10/29 SENATE MAJORITY PAC
Estimate:
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 09/10/12 / 09/10/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 3050 K Street Northwest
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Majority PAC
Demographic: A35+
Product Codes: PL2
Priority: P2
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN14921

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	25	\$19,650.00	\$16,702.50
10/29/12	10/29/12	10	\$10,050.00	\$8,542.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	25	\$19,650.00	\$16,702.50	0.00
November 2012	10	\$10,050.00	\$8,542.50	0.00
Totals	35	\$29,700.00	\$25,245.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WAVY	37%	\$29,700.00
Market	100%	\$80,270.27

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	6%	\$4,816.22
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	7%	\$5,618.92
WTVZ	4%	\$3,210.81
WVBT	14%	\$11,237.84
WVEC	32%	\$25,686.49

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	10/23/12	10/26/12	WAVY News @ Sunrise	CM	5a-6a	- TWTF - -	:30	2	\$700.00	P1	0.00	NM	2	\$1,400.00
WAVY News @ Sunrise															
EARLY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- TWTF - -			2		\$700.00		0.00				
E 2	WAVY	10/29/12	10/29/12		CM	5a-6a	M - - - - -	:30	1	\$700.00	P1	0.00	NM	1	\$700.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				WAVY News @ Sunrise											
				WAVY News @ Sunrise											
				EARLY AM NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----		1			\$700.00		0.00				
E 3	WAVY	10/23/12	10/26/12	WAVY 6AM News	CM	6a-7a	- TWTF- -	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				WAVY 6AM News											
				AM NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- TWTF- -		1			\$2,000.00		0.00				
E 4	WAVY	10/29/12	10/29/12	WAVY 6AM News	CM	6a-7a	M- - - - -	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				WAVY 6AM News											
				AM NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M- - - - -		1			\$2,000.00		0.00				
E 5	WAVY	10/23/12	10/26/12	Today Show M-F	CM	7a-9a	- TWTF- -	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				Today Show M-F											
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- TWTF- -		1			\$2,000.00		0.00				
E 6	WAVY	10/29/12	10/29/12	Today Show M-F	CM	7a-9a	M- - - - -	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				Today Show M-F											
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M- - - - -		1			\$2,000.00		0.00				
E 7	WAVY	10/27/12	10/27/12	WAVY News 10 Sa 7a	CM	7a-8a	- - - - - S-	:30	1	\$800.00	P1	0.00	NM	1	\$800.00
				WAVY News 10 Sa 7a											
				SATURDAY AM NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- - - - - S-		1			\$800.00		0.00				
E 8	WAVY	10/28/12	10/28/12	WAVY News 10 SundayQM		7a-8a	- - - - - S	:30	1	\$800.00	P1	0.00	NM	1	\$800.00
				WAVY News 10 Sunday 7a											
				SUNDAY AM NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- - - - - S		1			\$800.00		0.00				
E 9	WAVY	10/28/12	10/28/12	Today Show Su	CM	8a-9a	- - - - - S	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
				Today Show Sunday											
				SUNDAY TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- - - - - S		1			\$1,200.00		0.00				
E 10	WAVY	10/23/12	10/26/12	Today Show 2	CM	9a-10a	- TWTF- -	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00
				Today Show 2											
				TODAY SHOW 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- TWTF- -		2			\$500.00		0.00				
E 11	WAVY	10/29/12	10/29/12	Today Show 2	CM	9a-10a	M- - - - -	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				Today Show 2											
				TODAY SHOW 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M- - - - -		1			\$500.00		0.00				
E 12	WAVY	10/23/12	10/26/12	Today Show 3	CM	10a-11a	- TWTF- -	:30	2	\$400.00	P1	0.00	NM	2	\$800.00
				Today Show 3											
				TODAY SHOW 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- TWTF- -		2			\$400.00		0.00				
E 13	WAVY	10/29/12	10/29/12	Today Show 3	CM	10a-11a	M- - - - -	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
				Today Show 3											
				TODAY SHOW 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M- - - - -		1			\$400.00		0.00				
E 14	WAVY	10/23/12	10/26/12		CM	12p-1p	- TWTF- -	:30	4	\$300.00	P1	0.00	NM	4	\$1,200.00

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 Estimate: WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				WAVY News 10 @ Noon											
				News 10 @ Noon											
				NOON NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	- TWTF- -	4		\$300.00		0.00						
E 15	WAVY	10/29/12	10/29/12	WAVY News 10 @ Noor	CM	12p-1p	M- - - - -	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
				News 10 @ Noon											
				NOON NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		10/29/12	11/04/12	M- - - - -	1		\$300.00		0.00						
E 16	WAVY	10/23/12	10/26/12	WAVY News 10 @ 530p	CM	530p-6p	- TWTF- -	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
				News 10 @ 530p											
				530P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	- TWTF- -	1		\$1,500.00		0.00						
E 17	WAVY	10/23/12	10/26/12	WAVY News 10 @ 6p	CM	6p-630p	- TWTF- -	:30	2	\$2,000.00	P1	0.00	NM	2	\$4,000.00
				News 10 @ 6p											
				6P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	- TWTF- -	2		\$2,000.00		0.00						
E 18	WAVY	10/29/12	10/29/12	WAVY News 10 @ 6p	CM	6p-630p	M- - - - -	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				News 10 @ 6p											
				6P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		10/29/12	11/04/12	M- - - - -	1		\$2,000.00		0.00						
E 19	WAVY	10/28/12	10/28/12	WAVY News 10 Sun 6p	CM	6p-7p	- - - - - S	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				WAVY News 10 Sun 6p											
				SUNDAY 6P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	- - - - - S	1		\$500.00		0.00						
E 20	WAVY	10/29/12	10/29/12	M-F 7-730p	CM	7-730p	M- - - - -	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
				M-F 7-730p											
				ENTERTAINMENT TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		10/29/12	11/04/12	M- - - - -	1		\$1,500.00		0.00						
E 21	WAVY	10/27/12	10/27/12	Sa 7-8p	CM	7p-8p	- - - - - S-	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
				Sa 7-8p											
				ENTERTAINMENT THIS WEEK											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	- - - - - S-	1		\$300.00		0.00						
E 22	WAVY	10/23/12	10/26/12	Tonight Show/Jay Leno	CM	1134p-1237a	- TWTF- -	:30	4	\$500.00	P1	0.00	NM	4	\$2,000.00
				Tonight Show w/Leno											
				THE TONIGHT SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	- TWTF- -	4		\$500.00		0.00						
E 23	WAVY	10/29/12	10/29/12	Tonight Show/Jay Leno	CM	1134p-1237a	M- - - - -	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				Tonight Show w/Leno											
				THE TONIGHT SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		10/29/12	11/04/12	M- - - - -	1		\$500.00		0.00						
E 24	WAVY	10/23/12	10/26/12	Late Night/Jimmy Fallon	CM	1237a-136a	- TWTF- -	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
				Late Night w/Jimmy Fallon											
				JIMMY FALLON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	- TWTF- -	1		\$150.00		0.00						
E 25	WAVY	10/29/12	10/29/12	Late Night/Jimmy Fallon	CM	1237a-136a	M- - - - -	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
				Late Night w/Jimmy Fallon											
				JIMMY FALLON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		10/29/12	11/04/12	M- - - - -	1		\$150.00		0.00						
													Totals	35	\$29,700.00